

2. (Amended) A method of providing customer service interactions via a communication network, comprising:

receiving a comment about a company or a company's products and services from a consumer of the company;

storing the comment;

providing access to the comment via the communication network;

sending notification to the company that the comment has been received;

receiving a query from the company;

receiving a response to the comment from the company;

storing the response from the company; and

providing access to the response via the communication network.

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15. (Amended) The method of claim 3, further comprising:

said storing the comment comprising storing the comment in a database of a server computer coupled to the communication network; and

said forwarding the comment to the company comprising e-mailing the comment to the company from the database via the communication network.

16. (Amended) The method of claim 3, further comprising:

embedding a hyperlink into an e-mail notification;

said sending a notification to the company comprising sending the e-mail notification to a company; and

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said receiving a query and forwarding the comment to the company comprising  
providing access to the company in response to selection of the embedded hyperlink.

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